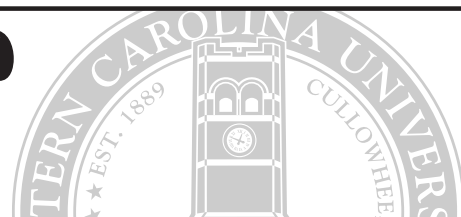


# the Reporter

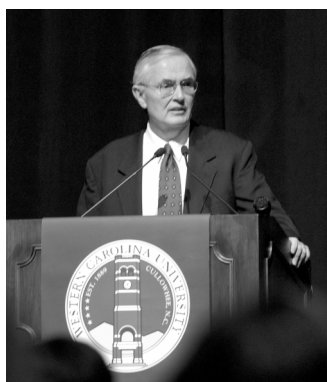


News for the Faculty and Staff of Western Carolina University

## Western Pledges to Help Region

The people of Western North Carolina, whose livelihoods have been rocked by the loss of thousands of traditional manufacturing jobs, will increasingly depend upon Western to help solve economic and social hardships, and the university stands poised to serve.

That was the word January 29 from Chancellor John Bardo, who pledged to apply the intellectual resources of faculty,



staff, and students to assist a region and state beleaguered by an economy in transition and marked by rampant plant closings and increasing international competition.

"The people of the state are looking to The University of North Carolina system to help solve what has become their most critical problem," Bardo said during his State of the University address. "I believe that, both by mission and ethical responsibility, it is our duty at Western Carolina University to help them. We are fundamentally a regional university and have a particular responsibility to Western North Carolina."

The state's economic situation is not some abstract academic discussion, he said, but rather a tale of "real, human tragedies that affect whole families and communities." He cited a recent UNC-TV report about the record number of home foreclosures in North Carolina, primarily the result of jobs lost due to plant closings and permanent business downsizing.

"Traditional manufacturing jobs are being eliminated in

record numbers throughout our entire core service area. We need to be clear that many counties in our region can compare the economic situation they are now experiencing only to the Great Depression. It is equally clear that the people of North Carolina are looking to us to help them solve what are real, human problems," Bardo said.

Western is ready to respond, Bardo said, through the process of engagement—that is, by offering the resources of the university to the region and state that it serves.

This engagement will take many forms, Bardo said, including linking the activities of business, technology and science faculty to the career needs of the region's people; bringing academic ideas

to the marketplace through "technology transfer;" providing training and support to social service professionals, health care providers and the travel and tourism industry; and working to solve the shortage of teachers in North Carolina schools.

"Whether it is preserving the past, assisting a business, or supporting development of a program or activity for the elderly, engagement can and should define Western's relationship with its region," he said. "We know that linkages between our faculty and students and potential employers in the region will have primacy for the foreseeable future. We must help put the people of North Carolina back to work—it is our duty. It is the expectation of the governor, the Legislature, and the president of the system. As ethical members of the academy, we must give a very high priority to that responsibility."

Bardo spoke about growth in both the number and the academic preparedness of students coming to Western, including a rise in the average SAT score of entering freshman

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## Chancellor Bardo Donates Bonus to Scholarship Fund

Western's Chancellor John W. Bardo is donating bonus money recently awarded him by The University of North Carolina to create a \$10,000 endowed scholarship fund in honor of his wife, Deborah, that will benefit children and grandchildren of Western employees.

Bardo, who is among 11 of the 16 University of North Carolina system chancellors awarded a one-time bonus by the UNC Board of Governors, announced at the opening of his "State of the University"

address that he is donating the after-taxes portion of his bonus to launch the scholarship.

"One of the most critical times for families is, of course, when they send a child to college. The financial demands on the family only increase the stress," Bardo said. "Therefore, Deborah and I have decided to donate the net proceeds of my bonus, as well as additional personal funds, to create an endowed scholarship for the children or

grandchildren of Western's employees."

Bardo has asked that the scholarship be named the Deborah J. Bardo Employee Scholarship, in recognition of "Deborah's critical role in my being able to successfully work as chancellor."

Preference for the scholarship will be given to children or grandchildren of SPA employees. The scholarship will be awarded to an incoming freshman to help

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# Technology Transfer Provides Legal Assistance

Creative ideas and great projects are the offspring of faculty working on a college campus. These ideas can result in intellectual property (IP) that is marketable. But it takes special resources to commercialize these ideas in the process of technology transfer.

Located in the legal counsel's office, the technology transfer office can help faculty turn their ideas into an income stream for both the university and the faculty inventors. The office can do this by helping protect the IP through the patent, copyright, or trademark processes and also helping license the IP to a commercial entity. "The technology transfer office is probably one of the few offices on campus that has as a major goal the generation of supplemental income for faculty," said Rich Kucharski, Western's legal counsel.

Technology transfer offices exist on a number of The North Carolina campuses. It seems to be a normal part of a university's growth cycle. According to Kucharski, it is not unusual for the technology transfer function to start in a law office, since a lot of the hurdles have legal angles. "N.C. State's function started in the legal office and grew into a multi-person stand-alone unit," Kucharski said. While there are no immediate plans for that to happen here, "you have to start somewhere," he said.

While the traditional technology transfer office concentrates on the commercialization of IP, Kucharski hopes that Western's office also will be able to help facilitate the outreach activities of faculty and staff. "This office will do whatever it can to get the talent of faculty and staff out in the community for the benefit of all parties. For example, one of the things the office can do, and has done, is provide a legal framework for projects that facilitate business/university cooperation," he said.

Kucharski's office, both before and after the technology transfer designation, has worked with several faculty members on projects. For example, Duane Dunlap, department head and

professor in the department of engineering technology, conducted applied research in wireless technology in cooperation with a local business. Julie Johnson, associate professor of marketing, helped establish an educational partnership with business that provides real-world sales experience. Peter Bates, associate professor of natural resources management, provided real-world services to the community by supervised students, and Pat Acheson, assistant professor of communication and theatre arts, developed a legal framework for a film project.

## **"Students learn, teachers teach and businesses benefit from what we can do"**

The office also helped put together a partnership between WestCare, the university's athletics department, and an academic department that provides improved services to Western's athletes, clinical placements for its students, and improved service opportunities for WestCare. "Students learn, teachers teach and businesses benefit from what we can do," said Kucharski. "The office is one more tool that can support economic development in the region."

In addition to its own technology transfer office, Western is now in a one-year partnership with Wake Forest University. "We can use the expertise of Wake's very experienced technology transfer office for most anything our faculty can come up with," said Kucharski. Wake's staff has provided assistance on three projects to date.

Faculty members who are interested in more information should contact Richard Kucharski at 227-7116.

## **Paul A. Reid Service Nominations Sought**

Faculty and staff are encouraged to nominate a deserving individual or individuals for this year's Paul A. Reid Distinguished Service Awards.

Two awards, one for faculty and the other for administrative staff, are given each year. The faculty and staff recipients each receive \$1,000 and a plaque. The awards will be announced at the Spring General Faculty Meeting and Awards Convocation.

Any member of the faculty, administration, staff, student body, board of

trustees, and alumni of the university may make nominations.

These awards are made possible through an endowment from Paul A. Reid, who served twice as president of the university.

For nomination forms or for more information regarding eligibility, contact Ben Tholkes, associate professor of health and human performance, at 227-3845.

*Deadline for nominations is noon on Tuesday, February 24.*

## **Departments Change Name**

Two departments have recently undergone a name change:

- The department known as Human Environmental Science was recently approved to change to Hospitality, Tourism, Interior Design (HTID).
- Formerly the Department of Communication and Theatre Arts, it is now Communication, Theatre, and Dance (CTD).

## **Teaching Award Finalists Announced**

Four faculty members have been named finalists for the Chancellor's Distinguished Teaching Award.

A reception introducing the finalists will be held Monday, February 2, at 3:30 p.m. in the Grandroom of the University Center.

The finalists are:

- **Julia Barnes**, associate professor of mathematics and computer science;
- **Mark Holliday**, associate professor of mathematics and computer science;
- **Gibb Knotts**, assistant professor of political science and public affairs;
- **David Luginbuhl**, associate professor of mathematics and computer science.

The recipient will be announced at the Spring General Faculty Meeting and Awards Convocation and receive \$1,000 honorarium and engraved plaque.

## Monday, February 2

Catamount basketball—vs. Piedmont, 7 p.m., RRAC. (227-7338)

## Tuesday, February 3

Financial counseling—one-on-one sessions for Western employees by expert consultant from TIAA-CREF, 9:15 a.m.–5 p.m., Rogers Room, UC. ([www.tiaa-cref.org/moc](http://www.tiaa-cref.org/moc))

Climbing spire—No experience necessary, 7–9 p.m., Reid Gymnasium. (227-7206)

Catamount Concert Series—Eldred Spell, flute, performing works from Bach to Prokofiev with Lillian Buss Pearson on harpsichord and piano, 8 p.m., RH. (227-7242)

## Wednesday, February 4

Financial counseling—TIAA-CREF, 9:15 a.m.–2:45 p.m., Rogers Room, UC. ([www.tiaa-cref.org/moc](http://www.tiaa-cref.org/moc))

Folklore performance series—Bill Carson, storyteller, will discuss the art of storytelling, 7:30 p.m., MHC. (227-3900)

## Friday, February 6

Recital—music student recital, 2 p.m., RH. (227-7242)

## Saturday, February 7

Open House—for prospective students and their families to explore the campus; visit residence halls, classrooms, and the library; and sample cafeteria cuisine. Registration, 8:30 a.m.; information fair, 8:30–10 a.m. Concourse, RRAC. (227-7317).

Catamount basketball—vs. Chattanooga, Southern Conference game, 7 p.m., RRAC. (227-7338)

## Monday, February 9

Workshop—“Fire Safety for Work and Home,” including fire prevention, preparedness, and response in the event of a fire on campus, 2–4 p.m., Room 104, Killian Building. ([www.wdu.edu/hr/training](http://www.wdu.edu/hr/training))

## Tuesday, February 10

Training Tuesday—“Finding the Funder.” Participants will review the basic Internet-based resources for locating funding opportunities and will set up a personal funding alert profile at the Community of Science Web site. Registration requested, 3:30–5 p.m., Room 186, Hunter Library. ([www.wcu.edu/hr/training](http://www.wcu.edu/hr/training))

Student Leadership Training—TIPS (Training for Intervention Procedures), which addresses alcohol misuse by teaching intervention strategies, including information on the effect alcohol has on people, ideas for influencing drinking behavior, and role playing to develop appropriate confrontation skills. Certification upon successful completion of class, 6–9 p.m., Cardinal Room, UC. (227-7206)

Climbing spire—7–9 p.m., Reid Gymnasium. (227-7206)

## Wednesday, February 11

Training Tuesday—“Finding the Funder.” Participants will review the basic internet-based resources for locating funding opportunities and will set up a personal funding alert profile at the Community of Science Web site. Registration requested. Noon–1:30 p.m. Room G57, Stillwell Building. ([www.wcu.edu/hr/training](http://www.wcu.edu/hr/training))

Folklore performance series—Orville Hicks, storyteller, will tell “Jack Tales” and discuss that genre of tales, 7:30 p.m., MHC. (227-3900)

## Thursday, February 12

Workshop—follow-up to Seldin program from February 3, 2–3 p.m., UC 232. (227-3920)

Student Leadership Training—TIPS (Training for Intervention ProcedureS). 6–9 p.m., Cardinal Room, UC. (227-7206)

## Saturday, February 14

Lady Catamount basketball—vs. UNC Greensboro, Southern Conference game, 4 p.m., RRAC. (227-7338)

## ★ Now Showing ★

### Mountain Heritage Center

*Migration of the Scotch-Irish People* (permanent exhibition).

*The People of the Land*. Through May.

*All Things Iron: Practical and Decorative Ironware*. (227-7129)

### Chelsea Gallery

*Mapping Terra Incognita*, artist Lynette Miller’s continuing exploration of knowledge systems, including how personal maps influence perceptions of reality. Through February 19. (227-7206)

**Key:** \$ - Admission fee; HA - Hoey Auditorium; HFR - H.F. Robinson Administration Building; HS/CF - Hennon Stadium/Childress Field; MHC - Mountain Heritage Center; NSA - Natural Sciences Auditorium; RRAC - Ramsey Regional Activity Center; RH - Recital Hall, Coulter Building; BB - Belk Building; UC - A.K. Hinds University Center; UOC - University Outreach Center; WS/BW - Whitmire Stadium/Bob Waters Field; SSF - Schrader Soccer Field.

## Submissions:

Send news items and calendar notices to WCU Calendar, 1601 Ramsey Center, Western Carolina University, Cullowhee, North Carolina 28723 or e-mail to [Reporter@email.wcu.edu](mailto:Reporter@email.wcu.edu).

Submit items for the university’s online calendar at least one week prior to the event.

## Western Pledges continued from page 1

from 965 in 1996 to 1023 in 2003. The university, which this year saw record enrollment of more than 7,500, will continue to grow, with target enrollment set for Western by the UNC system at 10,200 students by 2012.

"It is the students who benefit most from enrollment growth. More students means more educational options and the ability to more fully explore academic areas that interest them," he said. "Most importantly, enrollment growth will allow us to continue working to keep our promise—that we will do everything in our power to help make it possible for children from this region to remain in

the mountains, with rewarding careers and an excellent quality of life. The best way to preserve our mountain culture is to assure that our children do not have to leave to support their families."

Bardo also spoke about pending changes in the university's administrative structure, including the restructuring of the position of vice chancellor for academic affairs into a provost, who will serve as chief academic officer and the senior vice chancellor authorized to act for the chancellor in the chancellor's absence. Additionally, because of growth in the College of Applied Sciences, the university will study the reorganization of the department of engineering technology into a school of technology.

## Scholarship Fund continued from page 1

defray the upfront costs associated with the first year of college.

Bonuses for UNC chancellors were announced January 23 by the Board of Governors at the recommendation of system president Molly Broad. The total amount being donated by the Bardos to

the university's Development Office is not set because the bonuses are being paid through the normal payroll system, with taxes, Social Security, retirement and other benefits being withheld. The fund, however, will be endowed at a minimum of \$10,000, Bardo said.

## Program Focuses on Teaching Assessment

Peter Seldin, distinguished professor of management at Pace University, will conduct an interactive program on "Assessing Faculty Teaching Performance" from 2–5 p.m. Tuesday, February 3, in the Hospitality Room of the Ramsey Center.

Seldin, a behavioral scientist, educator, author, and specialist in the evaluation and development of faculty and administrative performance, has been a consultant on higher education issues to more than 300 college and universities throughout the United States and in 40 countries around the world.

A speaker at national and international conferences, Seldin regularly serves as a faculty leader in programs offered by the American Council on Education, the American Association for Higher Education, and the Association to Advance Collegiate Schools of Business International.

The Instruction Committee of the Council on Instruction and Curriculum of the Faculty Senate is sponsoring the program. registration is not required, but e-mail Mae Claxton at if you are planning to attend.

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